

TRADE NETWORK'S PRODUCT RANGE MANAGEMENT

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Abstract

The main task of the organization of retail trade network is to create the widest possible range of products, so that customers could buy all the goods they need in one store. At the same time, a reasonable product policy optimizes the range based on customer value, range renewal rate that takes into account the product life cycle stage, the optimal ratio of new and existing products sales, the optimal range renewal rate, the withdrawal of products losing popularity from the range. From the standpoint of the seller's interests, a reasonable trade policy reduces inventory levels, accelerates the turnover of current assets, increases turnover and improves profitability of the trade network.

Keywords

Market research, Portfolio analysis, Product life cycle, Product range, Turnover